

Hottest Product
in the Market!

NEW PARKER

T Ball

JOTTER®

THE ONLY BALLPOINT THAT WON'T SKIP
IN ANY NORMAL USE!

Custom
Stainless Steel
Model J-2
Retail \$2.95

Deluxe
Cap-Actuated
Model J-3
Retail \$2.45

Special
Button-Actuated
Model J-1
Retail \$1.95



- Terrific new Parker invention writes on practically anything! Even writes over hand prints . . . grease spots . . . glossy photos . . . in a way no other ballpoint pen will do!
- Parker's secret new T-BALL tip is porous! 25,000 tiny veins feed ink through the ball as well as around it! And, the T-BALL tip is textured—50,000 microscopic "ink cups" give constant traction with paper.
- The T-BALL JOTTER writes a clean, clear line . . . instantly, smoothly, effortlessly . . . and it writes 5 times longer than ordinary ballpoint pens!

A model for every program — every budget! Jewelry finish cap and metal parts never spot, tarnish or chip — tough plastic barrels will not warp, split or fracture.

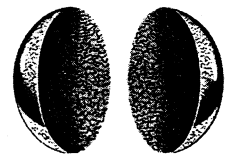
Special \$1.95 Model J-1 available in seven popular colors: black, light grey, red, ivory, green, light blue and deep blue.

Deluxe \$2.45 Model J-3 available in gleaming black, ivory, charcoal, light grey, medium blue, red and green.

Custom \$2.95 Model J-2 in rich, brushed stainless steel cap and barrel.

Outside—new ball is textured — gives smooth, non-skid writing!

Inside—New ball is porous— yet harder than solid steel!



NOW AVAILABLE—T-BALL JOTTER REFILL

The famous Parker refill, that outwrites ordinary ballpoint cartridges up to five times, now has the amazing T-Ball. Retail \$.79

QUANTITY PRICES

| ITEM | 50-99 | 100-249 | 250-499 | 500-999 | 1000 to 4,999 | 5000 to 9,999 | 10,000 & Over |
|------------------------|-------|---------|---------|---------|---------------|---------------|---------------|
| 1.95 Special Model J-1 | 1.76 | 1.66 | 1.56 | 1.46 | 1.36 | 1.17 | .98 |
| 2.95 Custom J-2 | 2.66 | 2.51 | 2.36 | 2.21 | 2.07 | 1.77 | 1.48 |
| 2.45 DeLuxe Model J-3 | 2.21 | 2.08 | 1.96 | 1.84 | 1.72 | 1.47 | 1.23 |
| .79 Jotter Refills | .71 | .67 | .63 | .59 | .55 | .47 | .40 |

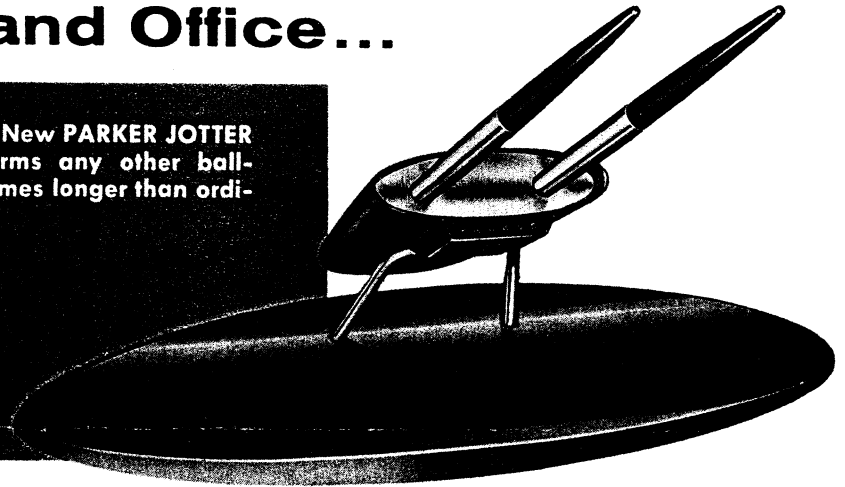
Prices include two-piece gift box and four lines of one color imprinting. Less than minimum charge \$5.00. Refills on same order with Jotters use schedule shown. If ordered separately, minimum refill order is 100 units. See reverse side for additional information.

NEW Parker Ball Jotter® Desk Sets

For Home and Office...

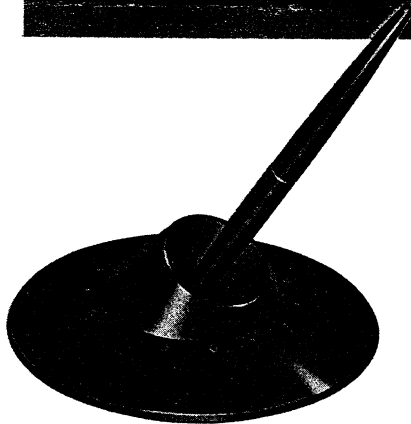
Convenience, economy, smart design. New PARKER JOTTER BALLPOINT PEN — outlasts, outperforms any other ball-points! Giant-size cartridge writes 5 times longer than ordinary refills.

Bottoms of plastic bases have non-skid cork surfaces. A strong pilferage-proof adhesive material can be substituted upon request at no additional charge. Chain attachments on pens 25¢ each net additional.

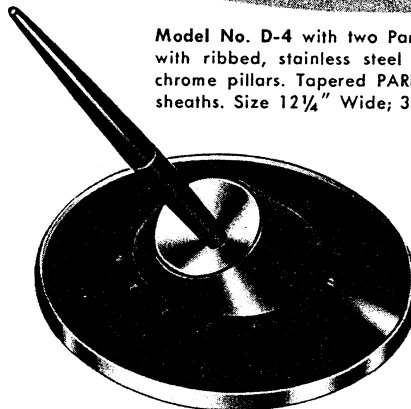


Model No. D-4 with two Parker Jotters. Modern "free form" plastic base. Receptacle with ribbed, stainless steel face is raised above elliptical base, supported by two chrome pillars. Tapered PARKER writing instruments have rich brushed stainless steel sheaths. Size 12¼" Wide; 3¾" Deep; 3" High. Retail \$12.50.

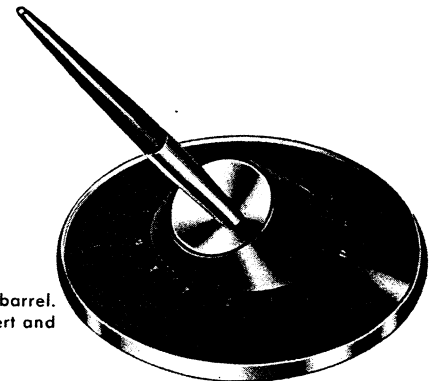
Model No. D-5 with one Parker Jotter and one Parker LIQUID LEAD Pencil. Retail \$12.50.



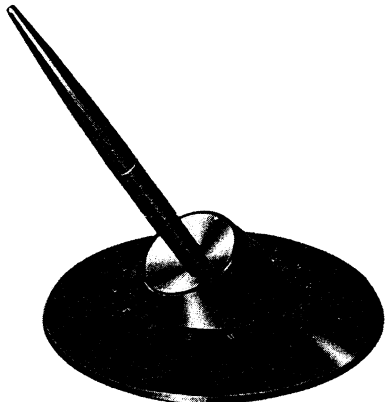
Model No. D-1. Tapered Parker Jotter with metal band. Black only, 4½" Round. Retail \$2.95.



Model No. D-6. Bright metal receptacle insert. Base is embellished with metal band around edge. 4½" Round. Retail \$4.95.



Model No. D-3. Parker Jotter has Lustraloy barrel. Base has matching stainless steel receptacle insert and band. 4½" Round. Retail \$5.95.



Model No. D-2. Base receptacle has bright metal insert. 4½" Round. Retail \$3.95.

Models D-1, D-4 and D-5 available in black only.

Models D-2, D-3 and D-6 available in Black, Shell White, Ember Gray, Sandalwood Tan, Avocado Green and Terra Cotta.

Black Jotters with black bases. Charcoal Jotters with gray bases. Ivory Jotters with other color bases.

QUANTITY PRICES—MODELS D-1, D-2, D-6

| ITEM | 50-99 | 100-249 | 250-499 | 500-999 | 1,000 to 4,999 | 5,000 to 9,999 | 10,000 & Over |
|----------|-------|---------|---------|---------|----------------|----------------|---------------|
| 2.95 D-1 | 2.66 | 2.51 | 2.36 | 2.21 | 2.07 | 1.77 | 1.48 |
| 3.95 D-2 | 3.56 | 3.36 | 3.16 | 2.96 | 2.77 | 2.37 | 1.98 |
| 4.95 D-6 | 4.46 | 4.21 | 3.96 | 3.71 | 3.47 | 2.97 | 2.48 |

Prices include gift boxes and imprinted ad copy with limitations as detailed on reverse side. Less than minimum quantity charge \$5.00. See Reverse Side for Additional Information.

QUANTITY PRICES — MODELS D-3, D-4, D-5

| ITEM | 12-24 | 25-99 | 100-200 | 201 & Over |
|-----------|-------|-------|---------|------------|
| 5.95 D-3 | 4.76 | 4.17 | 3.57 | 2.98 |
| 12.50 D-4 | 10.00 | 8.75 | 7.50 | 6.25 |
| 12.50 D-5 | 10.00 | 8.75 | 7.50 | 6.25 |

PARKER "PARDNERS"

Pen and Pencil Set

The PARDNER JOTTER and PARDNER LIQUID LEAD PENCIL are available as single units. See price schedule below.



\$3⁷⁵
RETAIL

PARDNER MODEL NO. P-1

Two gifts in one! Parker T-Ball Jotter that writes effortlessly without skipping on any normal writing surface . . . and matching Parker Liquid Lead Pencil that rolls words on paper — has a point that cannot break. Both with stainless steel caps and five attractive barrel colors: black, grey, red, light blue, and ivory.

The "Pardner" Set combines the newest and latest in writing instruments to produce a business gift which compliments the giver as well as the receiver . . . possessing every attribute of the perfect remembrance . . .

- PRESTIGE
- UTILITY
- PERMANENCE
- HIGH GIFT APPEAL

QUANTITY SET PRICES

| ITEM | 25-99 | 100-249 | 250-499 | 500-999 | 1,000 to 4,999 | 5,000 to 9,999 | 10,000 & Over |
|--------------|-------|---------|---------|---------|----------------|----------------|---------------|
| 3.75 P-1 SET | 3.38 | 3.19 | 3.00 | 2.81 | 2.63 | 2.25 | 1.86 |

QUANTITY PRICES—SINGLE UNITS & REFILLS

| ITEM | 50-99 | 100-249 | 250-499 | 500-999 | 1,000 to 4,999 | 5,000 to 9,999 | 10,000 & Over |
|-------------------|-------|---------|---------|---------|----------------|----------------|---------------|
| 1.95 LL PENCIL | 1.76 | 1.66 | 1.56 | 1.46 | 1.37 | 1.17 | .98 |
| 1.95 JOTTER | 1.76 | 1.66 | 1.56 | 1.46 | 1.37 | 1.17 | .98 |
| .50 LL REFILL | .45 | .43 | .40 | .38 | .35 | .30 | .25 |
| .79 JOTTER REFILL | .71 | .67 | .63 | .59 | .55 | .47 | .40 |

Prices include plastic gift box for "Pardner" Set, two-piece cardboard box for single units. Four lines of single color imprint. Less than minimum quantity charge — \$5.00. The above refill schedule applies only if ordered together with sets or singles. If refills ordered separately, minimum order — 100 units. See reverse side for additional information.

The Parker "Pardners" Set Combines Two Great New Products!

NEW
*t*Ball
JOTTER
®

The only ballpoint that won't skip. Writes on practically anything with revolutionary new porous ball . . . gives constant traction for instant starting, darker writing, a silk-smooth touch.

NEW
LL
PENCIL

The Parker LIQUID LEAD Pencil — with point that sharpens itself, and cannot break! Writes clean, smudge-proof line that is erasable. Jewelry-finished cap.

GENERAL INFORMATION

1. **MINIMUM QUANTITIES**—All orders calling for ad copy must be for minimum quantities as specified. Less than minimum, \$5.00 additional charge for each order. No order acceptable less than \$25.00 net.
2. **SHIPPING TIME** approximately 2 weeks after receiving of order in our office. Add one week if cuts, artwork, etc., required.
3. **FOB**—Factory Wisconsin.
4. **ALL MERCHANDISE GIFT BOXED** n/c. Deluxe gift boxes for single Jotters, LIQUID LEADS and Pardner sets available, 5¢ net each.
5. **MAILERS** for all merchandise available, 10¢ net each.
6. **GIFT ENVELOPES AND GIFT CARDS** not available.
7. **SPLIT SHIPMENTS**, split billings, individual item mailings not available.
8. **CANCELLATIONS**—Orders are not subject to cancellation after merchandise has been printed or engraved. Requests will be honored if notice is received before order is

run. However, if dies, artwork or cuts have been prepared, they will be charged for at cost.

9. **CUTS, TRADEMARKS, LOGOTYPES**, etc., may be reproduced at regular advertising copy charges if suitable cuts can be furnished. Necessary artwork, if involved, and cost of cuts or dies will be charged for at cost. Write for special quotation where necessary. Add one week to normal lead time.

10. **DISCOUNTS** do not apply on ad copy charges, mailing containers, printing cuts, imprinting dies, etc. Prices on these items are net.

11. **OVER-RUNS AND UNDER-RUNS**—inspection requirements require that we reserve the right to ship and bill 5% over or under the required amount of imprinted items. If orders are marked "No over-runs accepted," we reserve the right to ship short within 5% of total order. Every attempt will be made to ship the exact quantity ordered.

12. **TERMS** 2% 10 days E.O.M. net 60.

STANDARD LITHOGRAPHY DETAILS APPLICABLE TO ALL MERCHANDISE INCLUDING JOTTERS, LL PENCILS, PARDNERS AND JOTTER DESK SETS

1. **N/C** in minimum quantities shown. \$5.00 additional each order less than minimum. No allowance for merchandise ordered unimprinted.
2. **INDIVIDUAL NAMES IMPRINTED** not available (Engraving only).
3. **\$2.00 SET UP CHARGE** for each copy change.
4. **\$7.00 CUT CHARGE** 1 color.
5. **\$13.00 CUT CHARGE** 2 color, plus 3¢ additional per unit.
6. Unless ad copy color is specified we will supply color best suited for barrel colors ordered.

7. **AD COPY COLORS** available, any standard color. If ad copy is in excess of space limitations, we reserve the right to use standard abbreviations, such as: St., Ave., Tel., Blvd., Co., Inc., etc.

8. **DUPLICATION OF LOGO OR TRADEMARK** requires good black and white artwork, such as letterhead. Do not fold or crease. Mail flat. Additional artwork where necessary charged for at cost.

9. **USING CUSTOMER CUTS**, furnish direct reading not reverse reading cut. We employ offset method.

10. **PAPER PROOFS** on request, \$1.00 each (not available after 1 October). Merchandise proofs list price each item.

SPECIFIC LITHOGRAPHY DETAILS FOR JOTTERS, LL PENCILS AND PARDNER SETS

1. **COPY LIMITATIONS**—4 lines 1 color. Each line not to exceed 32 characters and spaces. 2 extra lines available, \$1.00 additional per line per order.

2. **ALL OTHER DETAILS** under "Standard Lithography Details" apply.

HOT STAMPING (plastic barrels only)

1. **AVAILABLE FOR** merchandise except Jotter Desk Sets.
2. **MINIMUM QUANTITY** 50 units (Pardner set considered 2 units). Less than minimum, \$5.00 additional charge per order.
3. **COST PER UNIT** 10¢ net, limit 2 lines.
(a) Each line 28 characters & spaces maximum.
(b) Third line available (center positioned) 5¢ net additional charge per unit.

Length of 3rd line not to exceed 14 characters and spaces.

4. **COLOR FILL** available in silver, gold, white, red, and green. Generally best is silver.

5. **\$2.00 SET UP CHARGE** each change of copy.

6. **DUPLICATION** of simple designs, trademarks, and logos available at extra cost. Submit request for quotation.

ENGRAVING (All merchandise, caps, barrels or bases)

1. **COPY LIMITATIONS**, 4 lines maximum, 22 characters and spaces per line—Varies if engraving on cap or barrel.
2. **SCRIPT OR BLOCK style** only available either plastic or metal.
3. **PLASTIC OR METAL**, same copy, 15¢ net per line per unit.

4. **PLASTIC OR METAL INDIVIDUAL INITIALS**, names or different copy, 50¢ net per line per unit.

5. **COLOR FILL N/C** (silver or gold generally best) on plastic barrels only.

6. **COLOR FILL METAL ENGRAVING**, 10¢ additional per line per unit.

EMBLEMS (All Merchandise)

1. **EMBLEMS SUPPLIED BY CUSTOMER**, mounting 15¢ net each.
2. Wherein Parker is requested to furnish emblems, a spe-

cial quotation is required due to varying costs. Die costs are approximately \$25.00 to \$100.00 with emblems varying between 40¢ and \$1.50.